

LEO BURNETT COMPANY, Inc.
Ad No. 201—Bever Roper—PLATE #—Reg. No. 1000—8½ x 11½ in.—National Magazine, 1972
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A dynamic illustration of a cowboy in a red shirt and hat riding a dark horse that is rearing up on its hind legs. The cowboy is holding onto the horse's reins and a lasso. The scene is set in a dusty, open landscape under a clear sky.

Marlboro Lights

The spirit of Marlboro
in a low tar cigarette.

Marlboro Lights
LOW TAR & NICOTINE

Marlboro Lights: 13 mg "tar,"
1.3 mg. nicotine av. per cigarette. FTC report Apr. '78.

Warning: The Surgeon General Has Determined That
Cigarette Smoking Is Dangerous To Your Health.

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